

## Message Text

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PAGE 01 BANGKO 11129 181357Z  
ACTION EA-12

INFO OCT-01 EB-08 ISO-00 /021 W  
-----057891 190502Z /21  
R 180940Z APR 78  
FM AMEMBASSY BANGKOK  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 3205

UNCLAS BANGKOK 11129

E.O. 11652: N/A  
TAGS: BEXP, TH  
SUBJ: WTDR/FTI: UNITED INDUSTRY LTD. PART.

REF: USDOC 5322

1. THAILAND

OFFICE USE: 2. 549 3. 0043600 4. 01

5. UNITED INDUSTRY LTD. PART.

6. P.O.BOX 1436, 499/15-16 SIYEK RACHTAEVEE, PETCHBURI ROAD

7. BANGKOK

8. CONTACT: MR. VEERACHAI VEERAKACHEN

9. TITLE: MANAGER  
OTHER OFFICIALS ARE: MR. SUCHIN BENCHARONGKUL, MANAGING PARTNER,  
MR. SUCHIT BENCHARONGKUL, PARTNER AND MRS. KANCHANA BENCHARONGKUL,  
ASST. MANAGING DIRECTOR.

10. PHONE: 2828325 11. TELEX: NARITEL TH2708

12. CABLE: UNIP  
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13. ESTBL: 1960 14. EMPL: 60 15. SIZE: MEDIUM

16. REPUTATION: Y-SATISFACTORY 17. RPT DATE: 03/78

OFFICE USE: 18. K 19. NA 20. X 21. NA 22. NA

23A. 35730/25 IMP.AGT. OF COMPUTERS AND RELATED EQUIPMENT

23B. 35742/235 IMP.AGT.DIST. OF CASH REGISTERS

23C. 36610/25 IMP.AGT. OF TELEPHONE EQUIPMENT

23D. 36620/25 IMP.AGT. OF TELECOMMUNICATIONS EQUIPMENT

23E. 37512/235 IMP.AGT.DIST. OF MOTORCYCLES

23F. 33252/235 IMP.AGT.DIST. OF COMMUNICATIONS TESTING EQUIPMENT

23G. 17310/6 CONTRACTOR FOR INSTALLATION OF COMMUNICATIONS  
EQUIPMENT.

24. FOREIGN SALES: NA

25. FINANCIAL REF: BANGKOK BANK LTD., 3-9 SUAPA ROAD, BANGKOK,  
THAILAND.

26. TRADE REF: MOTOROLA INC., 1301 E. ALGONQUIN ROAD,  
SCHAUMBURG, ILL. 60172.

27. FOREIGN FIRMS REPRESENTED: AGENCY REP. OF MOTOROLA INC.,  
1301 E. ALGONQUIN ROAD, SCHAUMBURG, ILL. 60172 FOR TELECOMMUNICA-  
TIONS EQUIPMENT; GENERAL ELECTRIC CO., MOUNTAIN VIEW ROAD,  
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LYNCHBURG, VA. 24502 FOR POWER LINE CARRIER; FEDERAL SIGN &  
SIGNAL, 138TH AND WESTERN AVE., BLUE ISLAND, ILL. 60406 FOR POLICE  
WAVING SIGNAL AND SIREN; COMMUNICATION ASSOCIATES INC., 200  
MCKAY ROAD, HUNTINGTON STATION, N.Y. 11746 FOR RAKIO TRANSCEIVER;  
MARLEY-DAVIDSON MOTOR CO., INC., 3700 WEST JUNEAU AVE., MILWAUKEE,  
WIS. 52301 FOR HEAVY MOTORCYCLES; RAYTHEON CO., LTD., 141 SPRING  
ROAD, LEXINGTON, MASS. 02173 FOR WEATHER AND MARINE RADAR;  
STROMBERG CARLSON CORP., 100 TR CARLSON ROAD, ROCHESTER, NEW  
YORK 14603 FOR COMMUNICATIONS TRANSCEIVERS; SINGER PRODUCT CO.,  
INC., NEW YORK, N.Y. FOR COMMUNICATIONS TRANSCEIVERS; ADC TELE-  
COMMUNICATION, MINNESOTA FOR TELECOMMUNICATIONS EQUIPMENT;  
LORAIN PRODUCT CORP., 24701 EUCLID AVE., CLEVELAND, OHIO 44117  
FOR POWER SUPPLIES; TRW DATAPOINT COMPUTER, 23555 EUCLID AVE.,  
CLEVELAND, OHIO 44117 FOR COMPUTERS; GOODYEAR INT'S, 1144 T.E.  
MARKET ST., AKORN, OHIO 44316 FOR AIRPLANE TIRES AND TUBES;  
KANSAS INT'L, KANSAS FOR AIRCRAFT STRETCHERS; APPLIED EQUIPMENT  
CO., 15048 DELANO ST., VAN NUYS, CALIF. 91401 FOR HEATING  
EQUIPMENT; ANGLO AMERICAN AVIATION, CALIFORNIA FOR AIRCRAFT  
COMPONENTS AND SPARE PARTS; FGP INC., MISSOURI FOR PORTERS  
COATINGS; LYNCH COMMUNICATION, 204 EDISON WAY, RENO, NEVADA 89502  
FOR COMMUNICATIONS EQUIPMENT; THE ENSTROME HELICOPTER, MICHIGAN  
FOR HELICOPTERS AND SPARE PARTS; SHINWA TSUSHINKI CO., LTD.,

JAPAN FOR COMM. TRANSCEIVERS; TADIRAN, ISRAEL FOR TACTICAL MILITARY TELECOMM. EQUIPMENT; DASSAULT INT'S, FRANCE FOR AIRCRAFT; WESTLAND HELICOPTER LTD/MN ENGLAND FOR HELICOPTERS AND SPARE PARTS; ASANUMA & CO., LTD., JAPAN FOR CAMERAS; KIWA CHEMICAL INDUSTRY, WAKAYAMA CITY JAPAN FOR REFLECTIVE SHEETINGS.

28. POST EVALUATION: UNITED INDUSTRY LTD. PART. WAS INCORPORATED IN 1960 WITH AN AUTHORIZED CAPITAL OF \$500,000 TO ACT AS IMPORTER, AGENT AND DISTRIBUTOR OF TELECOMMUNICATIONS EQUIPMENT, TESTING EQUIPMENT, MOTORCYCLES, COMPUTERS, CASH REGISTERS AND AIRCRAFT. EIGHTY PERCENT OF ITS IMPORTS ARE FROM THE U.S. WITH THE REMAINDER FROM ISRAEL (10 PERCENT), U.K., JAPAN AND ARGENTINA. IT OWNS AND OFFICE OF 1,000 SQ.METERS AND A SHOWROOM OF 400 SQ.METERS, LOCATED IN ONE OF BANGKOK'S BUSINESS DISTRICTS.  
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FIRM'S SALES VOLUME IN 1977 WAS REPORTED TO BE \$5,000,000 REPRESENTING AN INCREASE OF 10 PERCENT OVER THE FIGURE REPORTED TO THE EMBASSY IN 1976. IT IS MANAGED BY MR. VEERACHAI VEERAKACHEN UNDER THE GUIDANCE OF MR. SUCHIN BENCHARONGKUL, PRESIDENT, A PROMINENT BUSINESSMAN WHO HAS MAJOR INTERESTS IN THE FOLLOWING FIRMS: NARAI HOTEL; VICTORY HOTEL; UNION BANGKOK TRADER CO., LTD., AN IMPORTER OF COMMUNICATIONS EQUIPMENT, ELECTRONIC COMPONENTS AND PARTS; SYSTOMAT CO., LTD., AN IMPORTER OF COMPUTERS; UNION SECURITIES & INVESTMENTS CO., LTD., NARAI INT'L INSURANCE CO., LTD., INT'L COLD STORAGE CO., LTD., FAR EASTERN SECURITIES CO., LTD., CHAO PHYA COLD STORAGE CO., LTD., CHAO PHYA MARKET CO., LTD., THAI VIBUL CO., LTD., AN IMPORTER OF PHARMACEUTICALS; EASTERN UNION ENTERPRISE CO., LTD., AN IMPORTER OF GENERAL COMMODITIES FROM THE PEOPLE'S REPUBLIC OF CHINA. SUBJECT FIRM IS A MEMBER OF THAI AND CHINESE CHAMBERS OF COMMERCE. IT EMPLOYS 80 PEOPLE INCLUDING 15 SALESMEN. LOCAL BANK REPORTS FAVORABLY ON THE SUBJECT; IT IS CONSIDERED TO BE A GOOD TRADE CONTACT FOR U.S. FIRMS.

29. PREP: SATHIT/SOMSAK APPR: JAMES H. SAVERY  
WHITEHOUSE

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 18 apr 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978BANGKO11129  
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**Document Unique ID:** 00  
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**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Litigation History:**  
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**Office:** ACTION EA  
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**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Review Release Event:** n/a  
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**Review Withdrawn Fields:** n/a  
**SAS ID:** 2938728  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** WTDR/FTI: UNITED INDUSTRY LTD. PART.  
**TAGS:** BEXP, TH  
**To:** COM  
**Type:** TE  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014